

## WHAT IS CLAIMED IS:

1. A fragrance delivery system comprising, by weight,
  - (a) 2-50% of an active fragrance,
  - (b) 50-98% of a microemulsion concentrate including:
    - (i) 0.03-80% of a non-ionic surfactant,
    - (ii) 0.002-40% of a N-C<sub>8</sub>-C<sub>18</sub> alkyl pyrrolidone,
    - (iii) 0-60% of a N-C<sub>1</sub>-C<sub>4</sub> alkyl pyrrolidone,
    - (iv) 0-30% of an ethylene oxide/propylene oxide block copolymer, and
    - (v) 0-10% of an ethoxylated phosphoric acid ester.
2. A fragrance delivery system according to claim 1, wherein (a) is 5-20%; (b) is 80-95%, (b) (i) is 40-70%; (b) (ii) is 0.05-29%; (b) (iii) is 0.15-40%; (b) (iv) is 0.5-15%; and (b) (v) is 0.005-6%.
3. A fragrance delivery system according to claim 1 wherein (b) has a particle size of < 0.1  $\mu$ .
4. A fragrance delivery system according to claim 3 wherein (b) has a particle size of about 0.05  $\mu$ .
5. A fragrance delivery system according to claim 3 which has about the same particle size as (b).
6. A fragrance delivery system according to claim 1 wherein said fragrance is a liquid.

7. A fragrance delivery system according to claim 1 wherein (b) (i) is castor oil ethoxylate or tristeryl phenol ethoxylate, (b) (ii) is octyl pyrrolidone and (b) (iii) is methyl pyrrolidone.

8. A laundry composition which includes the fragrance delivery system of claim 1.

9. A laundry composition which includes the fragrance delivery system of claim 2.

10. A laundry composition which includes the fragrance delivery system of claim 3.

11. A laundry composition according to claim 6 which is a laundry detergent composition.

12. A laundry composition which is a non-ionic, anionic, cationic or neutral formulation.

13. A laundry washing composition including the fragrance delivery system of claim 1, which is an anionic formulation.

14. A fabric softener composition including the fragrance delivery system of claim 1, which is a cationic formulation.

15. A laundry fabric softener which includes the fragrance delivery system of claim 1.

16. A laundry composition which includes, by weight, 0.1-10% of the fragrance delivery system of claim 1.

17. An article comprising the fragrance delivery system of claims 1, 2 or 3 on or in a substrate.

18. An article of claim 9 wherein said substrate is a fabric.

19. A method of delivering a fragrance to a textile, fabric or clothes which comprises applying the fragrance delivery system of claims 1, 2 or 3 thereto in the wash, rinse, dry, or post-dry cycle.